

FOOD PRODUCT SCALE-BASED INCENTIVE SYSTEM

ABSTRACT

In a scale-based incentive system, a scale located in a store perishables department prints incentive information for one or more incentive items based upon the identify of the weighed item. A computerized checkout system automatically applies a price adjustment when the customer presents both the weighed item and one or more of the incentive items at checkout. The scale may also print an incentive code (such as a bar code) and the computerized checkout system may use the incentive code to identify (as from an incentive database) multiple incentive items associated with that code and the weighed item.

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